

WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &
Associates-Washington
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1364057

Schedule Dates 10/30/12-11/05/12
Advertiser Obama for America (30051)
Agency Greer Margolis Mitchell, Burns & Associates-Washi
Product POLITICAL CANDIDATE (ns) (1186)
Brand OBAMA FOR AMERICA (187386)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Bassett, Laura
Phone/Fax /
CPE 95/101/1537
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments OBAMA FOR AMERICA
JONATHAN VITTI

Date Entered 08/28/12
Last Modified 08/29/12
Entered By Lisa Carter
CO-OP No
Headline # ECR09797207
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,000.50
Net Total \$5,669.50
Sales Tax

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Nov. 2012	65	\$6,670.00
Grand Total:	65	\$6,670.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	10/30/12-11/02/12	3	:30	6:28-50A- News-News 14 Carolina on ABC 45 at 630am	3		X	X	X	X			3	\$40.00	\$120.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12
2.0	Normal Line / SPOT (2)	10/30/12-11/05/12	3	:30	7A- ABC-Good Morning America		1	2	2	2	2			9	\$25.00	\$225.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/28/12
3.0	Normal Line / SPOT (4)	10/30/12-11/02/12	3	:30	10:58-25A- ABC-The View	3		X	X	X	X			3	\$20.00	\$60.00	Greensboro (WXLV)	VIEW	8/28/12
4.0	Normal Line / SPOT (7)	10/30/12-11/05/12	3	:30	3P- Anderson Cooper		1	1	1	1	1			5	\$50.00	\$250.00	Greensboro (WXLV)	ANDERSON	8/28/12
5.0	Normal Line / SPOT (8)	10/30/12-11/02/12	3	:30	5P- Ricki Lake	3		X	X	X	X			3	\$25.00	\$75.00	Greensboro (WXLV)	DOCTORS	8/28/12
6.0	Normal Line / News (9)	10/30/12-11/05/12	3	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm		1	1	1	1	1			5	\$45.00	\$225.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12
7.0	Normal Line / News (10)	10/30/12-11/05/12	3	:30	6:30P- ABC-World News Monday-Friday		1	1	1	1	1			5	\$55.00	\$275.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12
8.0	Normal Line / SPOT (13)	10/30/12-11/02/12	3	:30	7P- Family Feud	2		X	X	X	X			2	\$70.00	\$140.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12
9.0	Normal Line / SPOT (14)	10/30/12-11/02/12	5	:30	7P- 7:57P (EST)	2		X	X	X	X			2	\$70.00	\$140.00	Greensboro (WXLV)	FAMILY FEUD	8/28/12
10.0	Normal Line / Prime (18)	10/30/12-10/30/12	3	:30	9:01P- ABC-Happy Endings (Tuesday)		1							1	\$270.00	\$270.00	Greensboro (WXLV)	HAPPY ENDINGS/DONT TRUST THE B***	8/28/12

CONFIRMATION CONTRACT

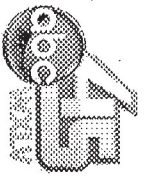
Accepted-Agency/Advertiser:

Date:

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JONATHAN VITTI

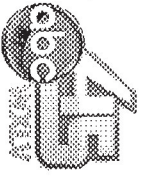
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11.0	Normal Line / News (25)	10/30/12-11/05/12	3	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	1	1	1	1	1	1			5	\$40.00	\$200.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12
12.0	Normal Line / SPOT (26)	10/30/12-11/02/12	3	:30	11:35P- ABC-Nightline		1	1	1	1				4	\$15.00	\$60.00	Greensboro (WXLV)	NIGHTLINE	8/28/12
13.0	Normal Line / SPOT (3)	11/03/12-11/03/12	3	:30	8A- ABC-Good Morning American Saturday							1		1	\$10.00	\$10.00	Greensboro (WXLV)	GOOD MORNING AMERICA WK	8/28/12
14.0	Normal Line / Prime (20)	10/31/12-10/31/12	3	:30	10P- ABC-Nashville (Wednesday)			1						1	\$675.00	\$675.00	Greensboro (WXLV)	NASHVILLE	8/28/12
15.0	Normal Line / Prime (23)	11/02/12-11/02/12	3	:30	10P- ABC-20/20 (Friday)					1				1	\$280.00	\$280.00	Greensboro (WXLV)	20 / 20	8/28/12
16.0	Normal Line / SPOT (27)	10/30/12-11/02/12	3	:30	12:02:05A- ABC-Jimmy Kimmel Live			X	X	X	X			3	\$5.00	\$15.00	Greensboro (WXLV)	JIMMY KIMMEL	8/28/12
17.0	Normal Line / SPOT (6)	11/04/12-11/04/12	3	:30	10:58:40A- ABC-This Week							1		1	\$25.00	\$25.00	Greensboro (WXLV)	THIS WEEK	8/28/12
18.0	Normal Line / News (12)	11/04/12-11/04/12	3	:30	6:28:45P- ABC-World News Sunday								1	1	\$60.00	\$60.00	Greensboro (WXLV)	ABC WORLD NEWS	8/28/12
19.0	Normal Line / Prime (16)	11/05/12-11/05/12	3	:30	10:01P- ABC-Castle (Monday)			1						1	\$640.00	\$640.00	Greensboro (WXLV)	CASTLE	8/28/12
20.0	Normal Line / News (1)	11/05/12-11/05/12	3	:30	6:28:50A- News-News 14 Carolina on ABC 45 at 630am			1						1	\$40.00	\$40.00	Greensboro (WXLV)	NEWS14 ABC45	8/28/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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21.0	Normal Line / SPOT (5)	10/30/12-11/02/12	3	:30	12P-1P (EST)			1	1	1	1			4	\$20.00	\$80.00	Greensboro (WXLV)	MILLIONAIRE	8/29/12
22.0	Normal Line / Prime (17)	10/30/12-10/30/12	3	:30	7:57:58P-ABC-Dancing With The Stars (Tuesday)			1						1	\$900.00	\$900.00	Greensboro (WXLV)	DANCING W/T STARS RESULTS	8/29/12
23.0	Normal Line / Prime (19)	10/30/12-10/30/12	3	:30	10P-ABC-Private Practice (Tuesday)			1						1	\$705.00	\$705.00	Greensboro (WXLV)	PRIVATE PRACTICE	8/29/12
24.0	Normal Line / Football (28)	11/03/12-11/03/12	3	:30	12P-3:30P (EST)							1		1	\$400.00	\$400.00	Greensboro (WXLV)	ABC COLLEGE FOOTBALL	8/29/12
25.0	Normal Line / Prime (15)	11/05/12-11/05/12	3	:30	7:57:58P-ABC-Dancing With The Stars (Monday)		1							1	\$800.00	\$800.00	Greensboro (WXLV)	DANCING WITH THE STARS 8/29/12	8/29/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		<i>mailed 3am 8/31/12</i>		

Rep Order# 9797207 Ver# 1 Status New
EC'd Yes

Traffic Order# 1 364557

Printed: 08/17/2012 4:49 PM
Last Received: 08/17/2012 2:29 PM
Showing Buylines: All Rep Revised Lines

1 of 4

2/30

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1537
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1537
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

***** Contract Coversheet *****

V.1 8/17

NEW POLITICAL ORDER. STARTS 10/30. TOTAL \$8055.

PLS CF- CHRISTINA FOR JON

Rep Order# 9797207 Ver# 1 Status New Traffic Order# Printed: 08/17/2012 4:49 PM 2 of 4
EC'd Yes Last Received: 08/17/2012 2:29 PM
Showing Buylines: All Lines

Station WXLV-TV GREENSBORO/W.SALEM Agency () GMMB 3050 K ST NW WASHINGTON, DC 20007 Rep Firm () WASHINGTON
Advertiser () POLITICAL Product OBAMA FOR AMERICA Agency C/P1/P2/E 95/101/1537 Sales Office () JONATHAN VITTI
Estimate# 1537 Buyer Laura Bassett Flight Dates 10/30/2012 - 11/05/2012 Salesperson ()
Phone# Hiatus Weeks Salesperson Phone# 202-955-5342
Fax# Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	TU-F,M	10/30-11/05	630A-7A	NEWS14 ABC45	.30	\$40.00	5	1	5	\$200.00
2	TU-F,M	10/30-11/05	7A-9A	GOOD MORNING AMERICA	.30	\$25.00	9	1	9	\$225.00
3	SA	11/03-11/03	8A-9A	GOOD MORNING AMERICA WK	.30	\$10.00	1	1	1	\$10.00
4	TU-F,M	10/30-11/05	11A-12P	VIEW	.30	\$20.00	3	1	3	\$60.00
5	TU-F,M	10/30-11/05	12P-1P	MILLIONAIRE	.30	\$20.00	4	1	4	\$80.00
6	SU	11/04-11/04	11A-12P	THIS WEEK	.30	\$25.00	1	1	1	\$25.00
7	TU-F,M	10/30-11/05	3P-4P	RICKI LAKE Anderson	.30	\$50.00	5	1	5	\$250.00
8	TU-F,M	10/30-11/05	5P-6P	DOCTORS K. Burke	.30	\$25.00	3	1	3	\$75.00
9	TU-F,M	10/30-11/05	6P-630P	NEWS14 ABC45	.30	\$45.00	5	1	5	\$225.00
10	TU-F,M	10/30-11/05	630P-7P	ABC WORLD NEWS	.30	\$55.00	5	1	5	\$275.00
11	SA	11/03-11/03	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00
12	SU	11/04-11/04	630P-7P	ABC WORLD NEWS	.30	\$60.00	1	1	1	\$60.00
13	TU-F,M	10/30-11/05	7P-730P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00

Rep Order# 9797207 Ver# 1 Status New Traffic Order# Printed: 08/17/2012 4:49 PM 3 of 4
 EC'd Yes Last Received: 08/17/2012 2:29 PM
 Showing Buylines: All Lines

Station WXLV-TV GREENSBORO/W.SALEM Agency () GMMB 3050 K ST NW WASHINGTON, DC 20007
 Advertiser () POLITICAL
 Product OBAMA FOR AMERICA
 Estimate# 1537 Agency C/P1/P2/E 95/101/1537
 Buyer Laura Bassett Flight Dates 10/30/2012 - 11/05/2012
 Phone# Hiatus Weeks
 Fax#
 Rep Firm () WASHINGTON
 Sales Office () JONATHAN VITTI
 Salesperson ()
 Salesperson Phone# 202-955-5342
 Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
14	TU-F,M	10/30-11/05	7P-8P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00
15	M	11/05-11/05	8P-10P	DANCING WITH THE STARS 15	.30	\$800.00	1	1	1	\$800.00
16	M	11/05-11/05	10P-11P	CASTLE	.30	\$640.00	1	1	1	\$640.00
17	TU	10/30-10/30	8P-9P	DANCING W/T STARS RESULTS	.30	\$900.00	1	1	1	\$900.00
18	TU	10/30-10/30	9P-10P	HAPPY ENDINGS/DON'T TRUST THE B***	.30	\$270.00	1	1	1	\$270.00
19	TU	10/30-10/30	10P-11P	PRIVATE PRACTICE 2	.30	\$705.00	1	1	1	\$705.00
20	W	10/31-10/31	10P-11P	NASHVILLE	.30	\$675.00	1	1	1	\$675.00
21	TH	11/01-11/01	8P-9P	LAST RESORT	.30	\$725.00	1	1	1	\$725.00
23	F	11/02-11/02	10P-11P	20 / 20	.30	\$280.00	1	1	1	\$280.00
24	SU	11/04-11/04	9P-10P	REVENGE	.30	\$595.00	1	1	1	\$595.00
25	TU-F,M	10/30-11/05	11P-1135P	NEWS14 ABC45	.30	\$40.00	5	1	5	\$200.00
26	TU-F,M	10/30-11/05	1135P-1205A	NITELINE	.30	\$15.00	4	1	4	\$60.00
27	TU-F,M	10/30-11/05	12A-1A	JIMMY KIMMEL	.30	\$5.00	3	1	3	\$15.00
28	SA	11/03-11/03	12P-330P	ABC COLLEGE FOOTBALL	.30	\$400.00	1	1	1	\$400.00

---REPORT TOTALS---

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EC'd Yes

Traffic Order#

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Estimate# 1537
Buyer Laura Bassett
Phone#
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Report Totals. 69 / \$8,055.00

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Agency C/P1/P2/E 95/101/1537
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

---SALES MONTHLY TOTALS---

Nov 12. 69 / \$8,055.00

Sales Totals. 69 / \$8,055.00

Station Totals. 69 / \$8,055.00

Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals

\$100,688

CABL 0%
WGHP 28%

UNKN 0%
WMYV 3%

WBFX 0%
WUPN 0%

WCWG 0%
WXII 31%

WEMT 30%
WXLV 8%

Books null
Demos RA35+

6742
385